DOCUMENT RESUME

ED 210 013 IR 009 769

TITLE	Cable Television and CETA: An Industry Guide to Working with Government and the Private Sector Initiative Program (PSIP).
INSTITUTION	Society of Cable Television Engineers, Inc., Washington, D.C.
PUB DATE	81
NOTE	114p.
AVAILABLE FROM	Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 (1981-339-331:8159).
EDRS PRICE	MF01/PC05 Plus Postage.
DESCRIPTORS	*Cable Television; Cooperative Education; Demonstration Programs; *Employment Programs; Federal Government; History; *Industrial Training; On the Job Training; Program Descriptions; *Public Agencies
IDENTIFIERS	*Comprehensive Employment and Training Act; *Private Industry

ABSTRACT

Intended to provide cable television company owners and operators, managers, supervisors, suppliers, and manufacturers with broad guidelines for the operation of and participation in a local or regional Private Industry Council (PIC), this handbook begins with a description of the Comprehensive Employment and Training Act (CETA); a brief history of federal employment and training; and a discussion of the administrative structure of the CETA/Private Sector Initiative Program (PSIP), the role of a PIC, and its relationship with its sponsors. A discussion of reasons why cable television operators should participate is followed by a list of 19 benefits the program would provide the cable television industry, including on-the-job training, classroom training, and targeted jobs tax credit. Descriptions provided of model programs at Worldwide Educational Services, Inc., the Maricopa County Skill Center, and Cablevision Training Center, Inc., include program type, numbers of people trained, funding levels, sources of funds, and contact persons. The appendices include resources to contact; Part 679, PSIP Regulations; frequently used acronyms; a PIC Proposal Evaluation Form; and a sample on-the-job-training agreement. (CHC)

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Cable Television and CETA: An Industry Guide to Working with Government and the Private Sector Initiative Program (PSIP)

ED210013

U.S. Department of Labor
Employment and Training Administration
1981

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F O R E W O R D

The material in this handbook has been taken from many different sources. Sincere thanks are offered to the following:

U.S. Department of Labor
Employment and Training Administration

National Alliance of Business

D.C. Private Industry Council, Inc.

U.S. Chamber of Commerce

Maricopa County Skill Center, Arizona

World Wide Educational Services Inc.

Cablevision Training Center, Inc.

National Cable Television Association

The Mid-Willamette Valley Consortium

Society of Cable Television
Engineers, Inc.
1900 L Street, Northwest
Washington, D.C. 20036

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I. INTRODUCTION

The Purpose of this Handbook

This SCTE handbook is intended to assist cable television company owners and operators, managers, supervisors, suppliers and manufacturers in participating in government-sponsored employment and training programs. That may be done by a few companies joining forces in a small geographic area, if each has a similar problem of locating potential employees with like skills, or it can be done on a state-wide basis, such as the program started in early 1980 through the cooperation of the member companies in the Arizona Cable Television Association. In either case, the central fixture for the success of the project is the Private Industry Council, or PIC. That council might also include companies outside the cable industry that are also looking for trained employees. Regardless, the PIC structure remains central.

The PIC is the primary vehicle, created by Title VII of the Comprehensive Employment and Training Act (CETA), to make the Nation's employment and training policy more responsive to the labor needs of private employers and to effectively

help the unemployed workers. At the local level where a cable company would participate, the PIC serves as the intermediary, enabling the local employment and training structure to become more responsible to the needs of the business community. This publication contains descriptions of possible program designs, a glossary of terms, and is designed to encourage and assist cable television industry companies in solving the manpower shortages facing them.

The handbook is designed to provide broad guidelines toward participation and operation of a Private Industry Council in your area. The role of the Prime Sponsor is explored. The handbook is not intended to replace or explain in detail the myriad Federal Register or CETA regulations. These regulations are based on law. If such regulations interest the reader, he is encouraged to research and review them. On the practical side, let's get on with the nitty gritty of getting the training programs in place and the people employed. We can leave the regulations to the lawyers.

A Partnership of Business with Government

Cable television system operators are an important part of the communications industry, and are therefore, an important part of the overall business sector of the

United States. As part of the business community, there is a built-in responsibility to provide employment. Let's face it! Without people, there is no business.

As cable and broadband information systems began growing in the late 1970's, it became obvious that the industry faced a major problem. Where would the people come from to climb the poles, dig the trenches, make the hook-ups, make the connections and service the subscribers? Major metropolitan systems started into construction and suburban systems expanded. Public attention was drawn to the industry because of increasing interest in alternative programming, public services and communications over cable, as well as growing and changing business-oriented uses. The authority to proceed was in the hands of the industry, huge hardward orders were placed, the future seemed assured. But, without qualified personnel, the industry faces an acute problem. Manpower resources are available. How does a cable system operator, construction company, or manufacturer find the people needed to keep the industry growing? That's where the partnership of the business community working with the government can help. The possibilities deserve exploration.

Employment and Training Programs in the Private Economy

Employment and training programs play an essential role in modern economies. They reduce the hardships of downturns in the business cycle by providing training and employment opportunities to unemployed workers. They set the stage for economic recovery by building and maintaining worker skills. They help restrain inflation by reducing shortages of skilled workers and by reducing reliance on welfare, unemployment benefits and other transfer programs which add to consumption but not to production.

If that paragraph sounds like it came from a text used in Economics 101, well, it should. It's basic common sense to know that keeping people gainfully employed helps everybody else because it means less welfare and government support. While it is probably unrealistic to hope for full employment in the working world, there are practical ways to reduce unemployment, thereby reducing government costs and at the same time provide valuable manpower resources for industry.

The Comprehensive Employment and Training Act

CETA, as originally passed, had six titles. A title is similar to a chapter. Don't be intimidated as it is used here to explain the Act.

Enacted in 1973, CETA established a nationwide system of employment and training programs designed, organized and operated by local officials under Federal leadership. Remembering the state of the American economy in 1973, CETA was created at the beginning of what was then, the most severe economic downturn the U.S. had experienced since the 1930's. In the early years, CETA's main job was to alleviate high overall unemployment and reduced State and local government revenues. The first two titles of the Act authorized job training programs operated by States and local governments. Titles III through VI contained Federal responsibilities and administrative provisions. By 1975, a new Title VI was passed by Congress earmarked for emergency job creation in response to a national downturn in the economy. The program continued with heavy emphasis on public service employment through 1977. Much was written in the consumer press, both positive and negative.

In 1977, a major expansion of CETA programs was begun as part of the Carter Administration's Economic Stimulus Program. Again, the emphasis was on providing public service employment and little attention was directed toward building a close relationship between CETA and the private sector. Graduates of CETA training programs frequently found that no jobs were available for them. Their newly acquired skills weren't being put to use. Complicated regulations and red tape discouraged employers from participating in on-the-job training programs.

Spending for on-the-job training (let's call that OJT) in the private sector grew in absolute dollars. The proportion of all job training money devoted to OJT declined during the first half of the seventies. By 1974, only 25 percent of CETA participants had jobs in the private sector after leaving CETA programs. Placement rates have improved since then as the entire CETA program has matured, but as of April 1979, over 20 percent of CETA graduates were still unemployed one year after leaving the program.

Maturity always brings change and in 1978, CETA was reenacted with several alterations. Administrative provisions were consolidated as Title I. A new Title II encompassed Comprehensive Employment

and Training Services, with programs exclusively targeted for the economically disadvantaged with transitional employment opportunities into entry level jobs coupled with training and support services. Youth programs outlined in Title IV included an added bonus for private employers to hire inexperienced youth in ten geographic areas. Title VI was clearly designed as a countercyclical public service program.

Included in the 1978 reenactment (that means that the Act was reviewed and rewritten), was a major new program in Title VII. It provides a program of private sector opportunities for the economically disadvantaged. To participate, prime sponsors must form a Private Industry Council, PIC, and propose for approval by the U.S. Department of Labor, specific initiatives the PIC intends to undertake to promote private employment opportunities for the disadvantaged.

Who Is Economically Disadvantaged?

Okay - what is meant by "economically disadvantaged?" Most of us feel economically disadvantaged at one time or another, but the likelihood is, we're not. As we might expect, there is a definition of who is economically disadvantaged with regard to CETA participation. The

definition provided here is right out of the Employment and Training (ETA) Glossary of Program Terms and Definitions, published by the U.S. Department of Labor, in 1979.

ECONOMICALLY DISADVANTAGED - CETA, is a person who is either:

(1) a member of a family which receives public assistance;

(2) a member of a family whose income during the previous 6 months on an annualized basis was such that:

(i) the family would have qualified for public assistance, if it had applied for such assistance; or

(ii) it does not exceed the poverty level; or

(iii) it does not exceed 70 percent of the lower living standard income level;

(3) a foster child on whose behalf State or local government payments are made;

(4) where such status presents significant barriers to employment,

(i) a client of a sheltered workshop;

(ii) a handicapped individual;

(iii) a person residing in an institution or facility providing 24 hour support such as a prison, hospital or community care facility; or

(iv) a regular outpatient of a mental hospital, rehabilitation facility or similar institution.

The Private Sector Initiative Program (PSIP) was established to demonstrate ways of encouraging businesses - both large and small - to become more involved in the training and hiring of economically disadvantaged workers. The need for more business involvement is clear: four out of every five new jobs are located in the private sector. Now - on to how this program works.

II. HOW DOES CETA/PSIP WORK?

Brief History of Federal Employment and Training

The development of concern for employment and training programs for the private sector are associated with the growth and proliferation of federal programs and related services. Employment and training programs in this country have evolved through responses to specific problems that required the attention of the federal government.

Rather than overall policy of human resource development and utilization, it has been largely a piecemeal approach attacking specific dysfunctions or attempting to meet certain social needs.

Prior to the 1960's the major agencies and programs providing manpower services were the Vocational Education Program, Vocational Rehabilitation Program, and the Employment Service. The Vocational Education Program was created under the Smith-Hughes Act of 1917. The basic premise underlying this Act was the limited skill needs of the labor market. With the changing of the occupational and industrial composition of the nation's labor force

requirements, the Vocational Rehabilitation program was created under the Vocational Rehabilitation Act of 1920, to qualify the physically and mentally handicapped for productive employment. New legislation in 1965 authorized the tripling of federal support, and the definition of handicapped was broadened administratively to include impairment due to vocational education, cultural, social, environmental, and other factors.

The United States Employment Service was created during the depression under the Wagner-Peyser Act of 1933 for the establishment of a national employment system and for cooperation with the states in promotion of such a system. Later, the unemployment compensation and insurance program was created by the Social Security Act of 1935 and administered by the U.S. Employment Service. During the 1930's, the Employment Service was mainly an instrument for screening applicants for welfare and work relief projects. It later served in a major capacity as an agricultural labor exchange agency. Through the years the Employment Service has expanded its availability of services to include, but not limited to, placement services, employment counseling, and special services to veterans, personnel management services, and labor market information analysis.

During the sixties, however, a growing awareness of other manpower needs of large groups within the population led to the enactment of legislation and the implementation of programs aimed at resolving their specific labor market problems. The first among these was the Area Redevelopment Act (ARA) of 1961. This was intended to provide economic development opportunities for economically depressed areas; it also contained a relatively modest manpower service component. Responsibility for administering ARA manpower services was divided between the federal and state systems of the Departments of Labor and Health, Education, and Welfare (HEW). Training services were administered through HEW and the state education agencies; the Department of Labor (DOL) and the State Employment Security Agencies (SESAs) were responsible for determining training needs and providing job placement activities.

In 1962, the Manpower Development and Training Act (MDTA) was enacted. Originally, MDTA was to provide training to those who had become unemployed through technological or other structural changes in industry. Again, administration for the program was divided between DOL and HEW as the federal level and the Employment Service and the Vocational Education agencies at the state level. The

legislation was amended in 1965 to shift the stated focus of the program from the technologically displaced to the poor and disadvantaged, but there was no change in the basic division of administration responsibilities.

The Economic Opportunity Act (EOA), which was passed in 1964, established a number of new programs relating to manpower and employment. Among these programs were the Neighborhood Youth Corps, the Job Corps, Operation Mainstream, and New Careers. Administrative responsibility for the programs under this Act was divided among DOL, HEW and the Office of Economic Opportunity (OEO) - a special office created within the Executive Office of the President. In addition, EOA authorized the Community Action Program under which local Community Action Agencies (CAA's) were created and funded to carry out locally developed programs on behalf of the poor. The CAA's, in some areas, established programs which were competitive with the services provided by existing agencies, including some manpower services. In addition to local CAA program the national office of the Community Action Program funded demonstration programs which bypassed both the traditional agencies (e.g., the Employment Service) and the local CAA's as well. Through sub-

sequent amendments to EOA, some of the demonstration programs became permanent national emphasis programs.

The early sixties were years of considerable experimentation on how to resolve the different employment problems of specific groups. Out of this structured and unstructured experimentation grew a realization that excessive fragmentation of programs was inefficient and was denying many individuals access to the whole range of services that were available in different programs. Bureaucratic control of programs within and among federal agencies, among state agencies, controversies between state and local agencies, and contests among local agencies further reduced the effectiveness of the manpower network then in place. At the same time, there was growing pressure from many state and local governments for an increased role in the administration of these programs. The combination of these factors led to consideration of both legislative and administrative proposals for reform.

There were a number of legislative reform proposals. As these were being considered, some administrative initiatives were undertaken to improve the planning and delivery of manpower services. Between 1964 and 1966, the President's Committee on Manpower, a

Cabinet committee chaired by the Secretary of Labor, worked to increase the coordination of manpower and training services at the local level. The National Manpower Advisory Committee, created by MDTA, also began to call attention to and make recommendations regarding duplication and fragmentation in manpower programs.

In 1967, two new approaches were attempted. Through the Cooperative Area Manpower System (CAMPS), an attempt was made to improve coordination through the planning process. This was a largely voluntary effort operation at the local, state, and regional levels with the involvement of the ES, the CAA's, educational institutions, welfare agencies, and other organizations. The CAMPS committees were expected to assess local needs and develop programs to meet those needs. This experiment was considered by most authorities to have been disappointing. The plans tended to be compilations of local program applications and, since the federal funding agencies were not bound by these plans, they tended to have minimal influence on funding decisions. However, the CAMPS effort did provide a local forum for the exchange of information among service deliverers and, further, it helped solidify the concept of local planning for manpower services.

Another administrative attempt at better coordination instituted in 1967, was the Concentrated Employment Program (CEP). This was an attempt to provide intensive manpower services in urban ghettos (although a few rural CEP's were funded). This early attempt at providing operational coordination through local sponsors did provide some useful lessons in the development and tailoring of individual employability development plans - plans which utilized the services and facilities of a variety of programs to assist the participant. Some of the CEP principles have been carried forward into present manpower efforts.

These two administrative initiatives were followed by others during the period between 1969 and 1972. Basically, these subsequent attempts were aimed at strengthening the CAMPS structure by providing funds for independent staff and more directly involving the governors and mayors in the planning process. In addition, the Department of Labor began an experiment to develop Comprehensive Manpower Programs (CMP's) in nine jurisdictions. The idea in CMP's was to provide flexibility in the use of MDTA and EOA funds so that the programs could be structured to meet local needs. There is not sufficient evidence to judge the

efficiency of these latter two administrative initiatives as the Comprehensive Employment and Training Act (CETA) legislative reform soon overlook them.

The legislative debate concerning the restructuring of manpower programs continued throughout this period. A number of different bills were considered. However disagreements between the Congress and the Administration on the inclusion of public service employment and the degree of decentralization delayed the enactment and implementation of any major new legislation. It was not until 1973, with the passage of the Comprehensive Employment and Training Act (CETA), that new manpower legislation designed to alleviate the fragmentation of the sixties was passed and signed into law.

Many of the concepts and concerns that had emerged during the sixties converged in the development of CETA. In order to reduce fragmentation and to increase the flexibility of manpower programs to serve the needs of individuals, it combined the resources and services available under EOA and MDTA. In addition, the law placed heavy emphasis on the coordination of CETA programs with other manpower related programs such as the Employment Service, the Work Incentives Program, Vocational Rehabilitation.

Finally, the law decentralized a significant part of the Federal manpower effort; that is, it gave state and local governments considerable responsibility and flexibility for planning, administering and operating manpower programs in their jurisdictions.

CETA/PSIP Administrative Structure

The Comprehensive Employment and Training Act (CETA) is administered nationally by the U.S. Department of Labor. Most CETA Funds are distributed by formula to local and state government units called Prime Sponsors, who have considerable latitude in designing and managing programs.

Prime sponsors - over 470 state and local governments, plus Native American Indian tribes and groups - receive grants from the Department of Labor to operate local private sector programs. To receive PSIP funds, a prime sponsor must establish a private industry council (PIC) which acts as an intermediary between the sponsor and the business community. Under the program, private employers can provide or become involved in a variety of training and employment programs.

Private Industry Councils (PICs)

PICs encourage local private employ-

ers to join in the PSIP effort to help disadvantaged workers improve their job skills and obtain unsubsidized employment. The majority of each PIC's members are representatives of business and industry, including small businesses and minority enterprises. A PIC also includes representatives of organized labor, community-based organizations, and education. Prime sponsors are accountable for PIC activities and appoint its members who select their chairperson. Neighboring sponsors are encouraged to form a single PIC to cover their area.

The prime sponsor and PIC determine the council's specific functions, based on local conditions. A PIC can work with a sponsor to:

- Develop ways to identify, reach, and serve eligible persons.
- Survey and select high demand occupations for training programs, and design curricula and set standards for training programs.
- Arrange OJT contracts with private employers; handle paperwork and similar details for projects.
- Operate training programs directly.

- Evaluate employment and training programs and advise on ways to better adapt programs to private sector needs.

- Develop and disseminate labor market information that has a special bearing on jobs and training in the private sector for hard-to-employ workers.

- Publicize throughout the private sector the benefits of the Targeted Jobs Tax Credit, which gives employers a substantial income tax reduction for hiring members of seven target groups, such as economically disadvantaged youth, veterans, and offenders.

Relationship with Prime Sponsors and Private Industry Council (PIC)

PICs are the link between the business community, the local CETA employment and training system and members of the community who need employment. Working together, CETA program operator and PICs develop specific projects through which participating private firms are reimbursed for some of the costs of classroom and on-the-job training of the economically dis-

advantaged.

Although the Prime Sponsors are the recipients of the federal grant funds, the PIC acts as an intermediary between the sponsor and the business community.

Private Industry Councils

The PSIP primary intent is to foster and strengthen involvement and assistance of the business community in the development of local CETA programs. Cable companies, by the already established community relations from franchising, advertising and general community involvement, can do well participating in a local PIC. Chances are, you already know the other business and community leaders in your area and work with them on other community projects. In order to be eligible for funds under Title VII, each prime sponsor is required to establish a PIC. CETA defines a prime sponsor in the following manner:

> PRIME SPONSOR - CETA A recipient of financial assistance designated pursuant to appropriate sections of the CETA regulations.

The prime sponsor is the entity that receives the dollars to perform the task.

The PIC consists of business and industry representatives, with representation from labor, educational agencies and community-based organizations. The principal purposes of the PIC are:

(1) to secure more private sector jobs for the economically disadvantaged,

(2) to attract greater private sector participation in all aspects of local employment and training activities.

The PIC serves as the important point of contact between the cable operators and the local CETA system, with the continuing goal of improving CETA's responsiveness to the needs of the industry.

The majority of the Council members should be drawn from the industry; however, cable companies could participate with other industries in a cooperative effort if the cable operator is in a particularly isolated environment. Special efforts are made to include substantial representation of small and minority-owned businesses on every PIC. A 1979 White Paper on the Private Sector Initiative Program released by the Office of the Secretary of the U. S. Department

of Labor states, "Small business is frequently ignored in developing labor market programs, although as a group they often provide substantial employment opportunities for entry-level workers." Sounds as though it was written expressly for the cable industry.

The Council also includes representatives of organized labor. Other members are drawn from community-based organizations and educational institutions such as local vocational or trade schools, as well as colleges, high schools, etc. Representation must include individuals from the community eligible to participate in the program. To insure coordination with regular prime sponsor planning councils, the chairman of the PIC will serve as an exofficio member of that council as well.

Find Your PIC

A great source of the information to locate already existing local Councils is the National Alliance of Business. The Alliance will provide promotional and technical assistance, and local NAB affiliates may serve as the nucleus for the cable entrepeneur's involvement in the PIC. The Human Resources Development Institute of the AFL-CIO will also help to promote local organization involvement

in PSIP. There is a long list of local resources available to cable companies within the immediate community. Here is a start:

National Alliance of Business

Human Resources Development Institute

Private Sector Oversight Committees (established under the Skill Training Improvement Program, or STIP)

Economic Development Councils

Employer Committees under the Job Service Improvement Program

Chambers of Commerce

Local or State Trade Associations

Labor Organizations

Other broad-based industry groups

The State Employment Security Agency

Community-based organizations

Educational Institutions

Economic Development Groups

Urban or Regional Planning Commissions and Advisory Bodies

Veteran's Groups

State and local apprenticeship agencies

The Prime Sponsor's planning council.

In most communities served by cable television, there are a number of such groups with an interest in a PIC. Cable operators know the business leadership within the community being served.

PIC Role

There is no prescribed model for a Private Industry Council; duties can vary considerably ranging from:

- advising on private sector training matters; to
- providing technical assistance to employers and to the local employment and training system; to

- receiving program funds to operate training and employment programs.

As each PIC is different, the flexibility of involvement should prove to be a positive incentive for the cable industry.

Specific involvement could include:

- Revising the current CETA system
- Advising the Prime Sponsor on how to improve job opportunities in the cable television industry for the economically disadvantaged
- Contributing to local employment and training programs advising or actually administering program operations
- Analysis of local cable companies manpower needs
- Identifying goals for the Title VII program in terms of how many people can be trained and placed in the cable television industry and the related private sector jobs using available funds

- Marketing the Targeted Jobs Tax Credit
- Assisting the Prime Sponsor to more effectively link local CETA programs with economic development activities in the area
- Linkage with industry leaders in cable television with regard to special employment needs

PIC Functions

The prime sponsor and the Private Industry Council determine the functions that the PIC performs or undertakes, based on local conditions, the interest of the private sector and local community needs. Designing the Title VII program is a primary function. The PIC also should serve as an intermediary to assist the local employment and training structure to become more responsive to the business community.

As a member of a PIC, a cable system operator is in a key position to enhance the CATV industry right at the local level by insuring that the manpower needs and opportunities are made known to the PIC and are included in the specific functions of the PIC.

PIC functions include, but are not limited to the following:

- in conjunction with the prime sponsor, design and develop the Title VII program;
- be a primary vehicle for the prime sponsor for redirecting employment and training activities from public to private non-profit subsidized employment of CETA participants to permanent unsubsidized positions in the private sector;
- serve as the business and industry contact point in the local Employment Training system;
- present the private sector's view for making programs more responsive to the local needs;
- advise and provide direction to the local employment and training system on ways to increase private sector job placement;
- analyze private sector job opportunities

- survey employment demands in the private sector;
- determine training possibilities;
- have the opportunity to review and comment on the CETA annual plans.

If local cable company managers fulfill these functions as a member of a PIC, the industry will be in the forefront in manpower development and will be able to tap a huge market for entry-level personnel.

Operational Functions

The PICs can perform the following:

- actively solicit public and private support for participation in the PSIP;
- market and disseminate information on such programs as HIRE, STIP, WIN, TJTC, etc.;
- enter into cooperative written agreements with the SESA, JSIP committees, and other private sector councils and organizations

to carry out certain PIC responsibilities.

Soliciting public and private support is right up the cable operator's alley. Use of promotional materials in monthly billings or brief announcements on community service channels are two of the most obvious involvement opportunities.

The PIC receives funds to administer and directly operate local private sector employment and training programs such as:

1. Coordinating programs of jobs and training and education enabling individuals to work for a private employer while attending an education or training program;
2. Developing a small business intern program to provide practical training enabling youths and other individuals to work in small business firms, to acquire first-hand knowledge of and management experience in small business;
3. Developing relationships between employment and training programs, educational institutions, and the private sector;
4. Developing useful methods for collecting information about Federal Government procurement contracts with private employers, new and

planned publicly supported projects such as public works, economic development and community development programs, transportation revitalization, alternative energy technology development, demonstration and utilization projects, energy conservation projects, and rehabilitation of low income housing as part of a community revitalization or stabilization effort, which provides work through private sector contractors;

5. Conducting innovative cooperative education programs for youths in secondary and post-secondary schools designed to coordinate educational programs with work in the private sector;
6. Developing and marketing model contracts designed to reduce the administrative burden on the employer and model contracts to meet the needs of specific occupations and industries;
7. Coordinating programs with other job development, placement, and employment and training activities carried out by public and private agencies;
8. Providing on-the-job training subsidies on a declining ratio to wages over the period of training;

9. Providing follow-up services with employees placed in private employment and employers who hire recipients of services under the Act;
10. Encouraging employers to develop job skill requirement forecasts and to coordinate such forecasts with prime sponsors;
11. Using direct contracts for training and employment programs with private for-profit and private nonprofit organizations;
12. Developing apprenticeship or comparable high-skill training programs for workers regardless of age in occupations where such programs do not exist presently in the area;
13. Increasing opportunities for upgrading from entry level jobs by providing counseling and other services to employees and employers beyond initial training periods;
14. Providing technical assistance to private employers to reduce the administrative burden of employment and training programs;
15. Disseminating information to private employers so that they may more fully utilize programs under the Act; and
16. Other program activities which demonstrate effective approaches to the

training and employment of persons eligible to participate in CETA programs.

Funding of Programs

On the national level, over 400 million dollars was authorized for fiscal year 1980 for this program. The funds are made available to the PIC through the local prime sponsors.

Most PICs issue a RFP (Request for Proposal) that indicates the opportunities for funding. A proposal must be submitted in accordance with each PIC's guidelines to be considered. A sample of a proposal evaluation is attached as an appendix for your information.

Call or write your local PIC today to receive their RFP.

Why Cable Operators Must Participate

The cable industry is facing a severe manpower shortage on all levels. Without participation in the various programs already in place, it is unlikely that the industry can pass beyond it. Besides, why would the industry believe that programs must be developed specifically to employ people in cable? It is an unrealistic goal. A more realistic

goal can be reached, through the active participation of cable operators and manufacturers, as private employers, in the design and operation of employment programs.

Five out of every six jobs in the American economy are in the private business sector. Employer involvement assures that new people are trained to meet the requirements of available entry level jobs, and that current employees can upgrade their skills to fill expanding opportunities for higher skilled and supervisory workers. People must be replaced by other people as the experienced person moves up. Cable business owners can supply managerial and supervisory talent not available in the public service sector, assuring employees with business experience, training and discipline that is important. Access to employer facilities and equipment improves the quality of training programs and provides work experience in a realistic setting.

And, most importantly, cable business owners can play an essential intermediary role between government and the industry. On one hand, they can effectively convince their counterparts in the business community that government programs can service their needs. On the

other hand, they can inform the program operators of the needs and problems of private employers, specifically of the cable industry, and assure that programs are designed to meet the industry's needs. But, all this takes a spirit of cooperation. "Lip service" will not work!

III. HOW DOES CETA/PSIP BENEFIT THE CABLE TELEVISION INDUSTRY?

On the Job Training (OJT)

This program offers incentive funds for training new employees.

Under OJT, if you hire people who meet certain program eligibility standards, you can receive payments to cover training costs for the training period. The payment is based on a percentage of the participant's wage. Programs in which you can quality for OJT payments are:

CETA/OJT

Employers who hire and train CETA eligible individuals may be reimbursed for the costs associated with the training at a flat, fixed rate, up to 50 percent of the participant's wage, during the training period.

CETA prime sponsors, PICs or other certifying agencies, will handle the screening and referral of eligible individuals for your OJT opportunities. You retain the right to make the final selection from among those referred.

CETA prime sponsors can arrange for OJT participants to receive classroom training, counseling, orientation and such supportive services as medical, child care and transportation assistance. Such services may be provided without cost to the OJT employer, or may be fully reimbursed if different from or over and above the level of services normally provided by the employer to regular employees.

CETA/OJT participants who are certified under a Targeted Jobs Tax Credit group are eligible for tax credit status with the same OJT employer once the period of reimbursement ceases.

Under the OJT program, employers receive reimbursements for the period of training. The reimbursement formula is based on fixed costs and usually equals half of participants' wages.

In certain cases, such as training for the handicapped, employers and prime sponsors may agree to a reimbursement higher than 50 percent. These circumstances are worked out during contract negotiations.

In addition, participating employers may be reimbursed for up to 100% of the actual cost incurred for classroom training and supportive services.

Classroom Training

This program provides funds for training of the type normally conducted in an institutional setting, including vocational education, and it is designed to provide individuals with the technical skills and information required to perform a specific job or group of jobs. It may also include training designed to enhance the employability of individuals by upgrading basic skills, through the provision of courses such as remedial education, training in the primary language of persons with limited English language proficiency, or English-as-a-second-language training.

Contact your local PIC for special guidelines for classroom training.

Targeted Jobs Tax Credit (TJTC)

As part of the Revenue Act of 1978, Congress created the Targeted Jobs Tax Credit (TJTC), which gives you an incentive, in the form of tax credits, to hire certain targeted group members.

By hiring TJTC applicants, you qualify for a tax credit equal to 50 percent of first year wages up to $6,000 and 25 percent of second year wages up to $6,000 for each eligible employee.

This means up to $3,000 the first year and $1,500 the second year.

TJTC extends eligibility to seven targeted groups:

- general assistance recipients,
- handicapped individuals referred from vocational rehabilitation and the Veterans Administration,
- Supplemental Security Income (SSI) recipients,
- economically disadvantaged Vietnam-era veterans under 35,
- youth 16 to 18 participating in a cooperative education program,
- economically disadvantaged youth, 18 through 24, and
- economically disadvantaged ex-convicts.

The TJTC employee certification process is easy and requires minimal involvement on your part. Others do most of the work. Comprehensive Employment and Training Act (CETA) program operators, local welfare and other such

participating agencies determine employee eligibility. State Employment Security Agencies (SESAs) issue the certification.

A voucher, obtained by the applicant from a participating agency, tells you the worker is eligible. You need only complete a small portion of the form and mail it to the SESA. Certification normally follows in several days.

You retain a copy of the certification for your file and report summarized information from the document to your federal income tax return to claim your credit.

Any targeted group member hired after September 26, 1978, may be eligible for certification. You can claim the credit on wages paid after December 31, 1978.

More Information

To obtain more information on the Targeted Jobs Tax Credit (TJTC) contact your local Job Service office or call the state-wide TJTC number.

Other Allowed Activities

(1) Coordinating programs of jobs and training and education enabling individuals to work for a private

employer while attending an education or training program;

(2) Developing a small business intern program to provide practical training enabling youths and other individuals to work in small business firms to acquire firsthand knowledge and management experience about small business;

(3) Developing relationships between employment and training programs, educational institutions, and the private sector;

(4) Developing useful methods for collecting information about Federal Government procurement contracts with private employers, new and planned publicly supported projects such as public works, economic development and community development programs, transportation revitalization, alternative energy technology development, demonstration and utilization projects, energy conservation projects, and rehabilitation of low-income housing as part of a community revitalization or stabilization effort, which provide work through private sector contractors;

(5) Conducting innovative cooperative education programs for youths in secondary and postsecondary schools designed to coordinate educational programs with work in the private sector;

(6) Developing and marketing model contracts designed to reduce the administrative burden on the employer and model contracts to meet the needs of specific occupations and industries;

(7) Coordinating programs under this Part with other job development, placement, and employment and training activities carried out by public and private agencies;

(8) Providing on-the-job training subsidies on a declining ratio to wages over the period of training;

(9) Providing followup services with employees placed in private employment and employers who hire recipients of services under the Act;

(10) Encouraging employers to develop job skill requirement forecasts and to coordinate such forecasts with prime sponsors;

(11) Using direct contracts for training and employment programs with private for profit and private nonprofit organizations;

(12) Developing apprenticeship or comparable high-skill training programs for workers regardless of age in occupations where such programs do not presently exist in the area;

(13) Increasing opportunities for upgrading from entry level jobs by

providing counseling and other services to employees and employers beyond initial training periods;

(14) Providing technical assistance to private employers to reduce the administrative burden of employment and training programs;

(15) Disseminating information to private employers so that they may more fully utilize programs under the Act; and

(16) Other program activities which demonstrate effective approaches to the training and employment of persons eligible to participate in programs in PSIP.

IV. MODEL PROGRAMS

The following are examples of on going programs in which members of the cable television industry actively participated.

PROGRAM TITLE: Cable TV and Master Antenna Television System Installation Training

TYPE OF PROGRAM: Entry Level Classroom Training--Electronics and TV Cable Installers and Technicians

NAME OF OPERATING COMPANY: Worldwide Educational Services, Inc.

PROGRAM DESCRIPTION:

WES has contracted with the Solano County, California, PIC to provide training in the technical and behavioral skills required for employment as cable TV installers and technicians. Cable TV is a major industry in the county and its surrounding region, and there

are almost no applicants with the specific skills needed by employers. To make sure that program graduates would meet these skill requirements, WES consulted extensively with employers when designing the curriculum and laboratory exercises. As a result, all course materials reflect current industry technologies and, in the lab, trainees work with actual field equipment.

The training program lasts from 12 to 16 weeks. WES emphasizes individualized attention and limits enrollment to a maximum of 15 students for each course. Applicants for the first course were recruited through newspaper advertisements. There is a waiting list for the second course.

WES refers interested individuals to the local CETA office. After their eligibility for the program is determined, applicants return to WES to begin the assessment process.

The primary purpose of the program is to provide a basic understanding of the theory of signal transmission and to develop the skills necessary to perform MATV/CATC and subscription TV installation and service in the field. Trainees spend the first 2 weeks in the classroom becoming familiar with different cable systems, the variety of

industrial and home market applications, and the tools and equipment used on the job.

Coursework then becomes more specialized, dealing with specific aspects of signal transmission theory and cable installation and service. Each training segment includes hands-on lab exercises designed for practical application of concepts learned in the classroom. Course segments are offered in the following order:

The course includes 10 modules of progressively technical information, from the basic characteristics of signal and television transmission to balancing signal levels and overcoming cable and distribution losses. The laboratory sessions offer extensive practice and training in the use of tools, installation equipment, and testing instruments, as well as troubleshooting and solving field problems.

Throughout the program, trainees visit actual worksites and practice climbing poles and using the installation techniques they've learned. The course includes up to a full week of field training with one of two participating companies. Trainees "shadow" installers for several days so they become familiar with the routines of fieldwork.

Once a trainee is determined to be job-ready, WES Job Development staff works with the trainee to find the right job. The focus is on developing job opportunities and preparing trainees for the interview. Individual progress through the program varies; trainees who have become job-ready early may find jobs before the course is over. All placements are verified by the local CETA office and WES stays in close contact with new employees and their employers for the first several months.

NUMBER OF PEOPLE TRAINED:	Currently--15; Projected--30
FUNDING LEVEL:	$76,870
SOURCE OF FUNDS:	Comprehensive Employment and Training Act (CETA); Solano County Private Industry Council

CASE STUDY

PROGRAM TITLE: Cable TV Cluster

TYPE OF PROGRAM: Vocational and Skill Training for Cable TV Installation

NAME OF OPERATING COMPANY: Maricopa County Skill Center

PROGRAM DESCRIPTION:

The cable TV cluster at MCSC has established linkages with over 10 state agencies for the referral of trainees and the costs of enrollee stipends.

The training is (a) to develop a television installer/technicial vocational program, (b) to provide skill training for 60 CETA-eligible enrollees and (c) to develop and print curriculum for cable TV installation, precision sheet metal fabrication and motorcycle repair for the Maricopa County area. After field testing the training will become open to all CETA-eligible residents in Arizona.

With the assistance of an industry advisory board, MCSC has developed a comprehensive open-entry/open-exit training

program. With a classroom capacity of twenty trainees cycling approximately three times during the contract period, they train 60 CETA-eligible participants referred by Maricopa County and Phoenix CETA agencies. Class activity is six hours of hands-on skill training and two hours of related education, five days per week, twelve months per year. Job placement is accomplished through the joint effort of instructor and referral agencies job developers.

Maricopa County Skill Center facilities and personnel are available to help trainees resolve personal problems and overcome academic and occupational barriers. The purpose of this assistance is to assure each trainee an opportunity to complete the course and receive a certificate.

The Cable TV industry assisted in the task analysis and course outline development; an instructor was hired from the Cable TV industry and all joined in seeking expert writers to provide research, typing, format, design, and editing services for the curriculum.

Seed money for the start of the program was furnished by the Governor of Arizona's Discretionary Fund and

permanent funding will be furnished by CETA referral agencies in the future.

NUMBER OF PEOPLE TRAINED:	60
FUNDING LEVEL:	$130,000
SOURCE OF FUNDS:	CETA; Governor of Arizona's Discretionary Fund
CONTACT:	Louis E. Dale, Assistant Director

PROGRAM TITLE: Cablevision Installer /Technician, Lineman Training

TYPE OF PROGRAM: 8 week training of installer/technicians and linemen for the Cable Television Industry

NAME OF OPERATING COMPANY: Cablevision Training Center Inc.

PROGRAM DESCRIPTION:

CTC's training program includes eight weeks (320 hours) of thorough technical instruction, simulated laboratory "hands on" procedures, climbing, motivation, value clarification and personality development followed by a recommended four month on the job training with the employer.

The first training facility of its kind in the Cable Industry, CTC began its initial classes on September 2, 1980 with 38 men and women. These students experienced both classroom and field

training in design, installation, operation and maintenance of cable systems.

Although the St. Louis facility will be training workers for Teleprompter and Telecom cable operations initially, future plans include training of technicians for other cable system operators.

NUMBER OF PEOPLE TRAINED:	38 initially; projected-500/yr.
FUNDING:	Teleprompter; Telecom Engineering; New York PIC; St. Louis PIC
CONTACT:	Larry A. Brown, President Cablevision Training Center Inc. 4150 Old Mill Parkway St. Charles, Missouri 63301 (303) 441-7490

V. SUMMARY

The PSIP offers a unique opportunity for the members of the cable television industry - opportunity to serve as a PIC board member and influence local training and employment programs and opportunity to participate as a contractor operating or designing a training program.

The PSIP offers our industry an opportunity to influence CETA's operating approach and use of funds designated for private sector programs.

The vehicle for your involvement is the Private Industry Council (PIC). PICs are committees composed of small and minority businesses and community leaders, educators and organized labor.

PICs are the link between the business community, the local CETA employment and training system and members of the community who need employment. The functions of the PICs is to:

- be forums for local businesses, labor, and community representatives,

- advise and work with local CETA prime sponsors in matching job skills of trainees to those needed by employers,
- determine labor market needs, and
- assist in devising training programs to meet those needs.

Working together, CETA program operators and PICs develop specific projects through which participating private firms are reimbursed for some of the costs of classroom and on-the-job training of the economically disadvantaged.

Participation starts with a call to your local PIC today.

Steps to Opportunity

The following action steps can start your participation in the Private Sector Initiative Program:

1. Contact the local National Alliance of Business to locate an existing PIC in your area.
2. Ask for a list of the members of the local PIC and contact a member you know or a member whose firm you do

business with. If you don't know anyone and do not recognize any of the firms, call the member who is located nearest to you.

3. Ask for a copy of the PIC Title VII plan and an update on its progress and a Request for Proposal (RFP).

4. Review any material received and call the chairman to discuss what activities are planned that impact on the cable television industry.

5. Evaluate the PICs status with regard to your own goals and objectives.

6. Decide to participate and call the chairman, offering your services and/or submit a proposal.

7. Contact other local resources in your area and begin action by contacting the Chief Executive Official about the prime sponsorship of employment and training programs.

8. Call SCTE at 202-293-7841 and let us know how we can help.

A P P E N D I X A

RESOURCES TO CONTACT

RESOURCES TO CONTACT:

- Your Local Private Industry Council (PIC)

- U.S. Department of Labor
  Employment and Training Administration
  Room 5014
  601 D Street
  Washington, D.C. 20213
  (202) 376-6905

- National Alliance of Business
  Technical Assistance Staff

  Mr. Fred Wentzell
  Senior Vice-President, Marketing
  National Alliance of Business
  Suite 500
  1015 - 15th Street, N.W.
  Washington, D.C. 20005
  (202) 457-0040

A P P E N D I X B

PART 679-PRIVATE SECTOR INITIATIVE PROGRAM FOR THE ECONOMICALLY DISADVANTAGED UNDER THE COMPREHENSIVE EMPLOYMENT AND TRAINING ACT

PART 679-PRIVATE SECTOR INITIATIVE PROGRAM FOR THE ECONOMICALLY DISADVANTAGED UNDER THE COMPREHENSIVE EMPLOYMENT AND TRAINING ACT

Sec.

679.1 Scope and purpose.
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AUTHORITY: Sec. 126 of the Comprehensive Employment and Training Act (29 U.S.C. 801 et. seq., P.L. 95-524, 92 Stat. 1907), unless otherwise noted.

§679.1 Scope and purpose.

This Part contains the regulations for activities under Title VII of the Act, known as the Private Sector Initiative Program.

(a) Title VII of the Act is a demonstration Title. It authorizes a variety of approaches to increase the involvement of the business community in employment and training activities under the Act.

(b) Title VII is designed to increase private sector employment and training opportunities for persons eligible under this Part.

(c) As a primary vehicle to assist prime sponsors in meeting these goals, Title VII provides for the establishment of Private Industry Councils (PICs) which are to participate jointly with the prime sponsor in the local development and implementation of programs under this Part, and to consult with the prime sponsor on other employment and training activities. Title VII encourages the formulation of a local partnership between the private sector and the prime sponsor in order to meet its purposes.

(d) The ultimate goal of Title VII is to increase private sector employment and training opportunities under all Titles of the Act, commensurate with

reduced emphasis on public and private nonprofit subsidized employment.

(e) An important thrust of the Act is to provide for maximum feasible coordination of programs under the Act with related functions supported by the Department and by other Federal, State and local agencies. Accordingly, PICs formed by prime sponsors to assist in Title VII implementation are encouraged to work with Job Service Employer Committees (JSECs), the Bureau of Apprenticeship and Training, and State Apprenticeship Councils, as well as the Economic Development Administration, Small Business Administration, Community Services Administration, and U.S. Department of Housing and Urban Development among others, in order to increase the effectiveness of programs under this Part and under the Act in securing employment for economically disadvantaged persons (sec. 701).

(f) This Part, in conjunction with Parts 675 through 677, Subpart B, comprise the regulations for Title VII of the Act.

§679.2 Participant eligibility.

Eligibility requirements applicable to this Part may be found in §675.5-7.

§679.3 Private Industry Councils (PICs).

§679.3-1 Purpose.

(a) To receive financial assistance under this Part, each prime sponsor shall establish a Private Industry Council (PIC). Its purpose shall be to increase the involvement of the business community, including small business, minority business enterprises, and labor organizations in employment and training activities under the Act, and to increase private sector employment opportunities for economically disadvantaged persons (secs. 701 and 704(a)(1)).

(b) Given the diversity of local circumstances and the differing environments in which PICs will operate, the structure, level of activity, and composition of PICs may vary considerably from one prime sponsor jurisdiction to another.

(c) Generally, meetings of the PIC shall be open and accessible to the general public, and minutes shall be maintained.

§679.3-2 Appointment of PIC members.

Each prime sponsor shall appoint the members of the PIC (sec. 704).

(a) General. (1) A majority of the PIC membership shall be representatives of industry and business (including small business and minority business enterprises). The PIC shall also include members representing organized labor, community-based organizations, and educational agencies and institutions.

(2) Existing local councils or committees may be designated or adapted to serve as the PIC (sec. 704(a)).

(3) The prime sponsor shall make ultimate decisions regarding the membership of the PIC after soliciting and considering the recommendations of the business and industrial community. Additionally, the prime sponsor should consult with labor organizations, community-based organizations, educational agencies and institutions, the appropriate apprenticeship agency, the State employment security agency (SESA), and women's organizations, existing councils and committees, and other organizations expressing an interest in the Title VII program (sec. 704(a)).

(4) In prime sponsor jurisdictions in which a National Alliance of Business (NAB) metro organization exists, it should be given consideration in the establishment of a PIC.

(5) Nothing in this section is meant to give a presumptive role to any particular organization in the establishment of the PIC (sec. 704(d)).

(b) Business and industry members. (1) The prime sponsor shall make every effort to recruit business and industry members for the PIC who will be representative of the private for profit employment community in terms of the types of businesses represented, such as small businesses, minority-owned businesses, businesses owned by women and others reflective of the commercial and industrial makeup of the area (sec. 704(a)(1)).

(2) Where possible, at least half of the industry and business representatives shall be representatives from small business. For purposes of this requirement, "small business" means any private for profit enterprise employing five hundred or fewer employees (sec. 704(a)(1) and (2)).

(3) Minority business enterprises shall be represented on the PIC, at least consistent with their representation in the business community (sec. 704(a)(1)).

(4) Prime sponsors may consider either the residence of the prospective PIC member or the location of the business or organization with which that person is associated in considering appointments to the PIC.

(c) Other required members. At least one representative of each of the following shall be included among the PIC membership:

(1) Organized labor. In appointing members from organized labor, the prime sponsor should consult State or central labor bodies, building and construction trades councils, the Human Resources Development Institute (HRDI), appropriate apprenticeship agencies, and unions representing major occupations in the area.

(2) Community-based organizations that have demonstrated to the prime sponsor a record of effectiveness in their relationship with the business community.

(3) Educational agencies and institutions that have demonstrated to the prime sponsor a record of effectiveness in providing education or vocational training oriented toward the needs of the business community.

(d) Other members. Prime sponsors may also appoint to the PIC other members, such as representatives of persons

eligible to participate in activities under this Part and representatives of organizations having unique relationships to both the CETA system and the private sector, such as SESAs and appropriate apprenticeship agencies (sec. 704(a)(1)).

§679.3-3 Chairperson.

(a) A chairperson pro tem from the business and industrial community should be appointed by the prime sponsor to assist in identifying potential members and in establishment of the PIC.

(b) Once established, the PIC shall have a permanent chairperson selected by the members of the PIC, who should be a representative of business and industry.

§679.3-4 Organizational position.

(a) The organizational position occupied by the PIC within the overall employment and training delivery system shall be determined by the prime sponsor in consultation with the PIC. Such position and relationship shall be designed to enable the PIC to carry out its responsibilities.

(b) To carry out its duties, the PIC should appoint subcommittees to deal

with particular areas of concern and secure, either through its staff or other means, the expertise of persons in the private sector having knowledge of business practices and policies (sec. 704(c)).

(c) PIC relationship to the prime sponsor's planning council.

(1) The activities of the PIC shall be coordinated by the prime sponsor with those of the prime sponsor's planning council, and area planning bodies in the case of State prime sponsors. The planning council shall be consulted in the development of the Title VII program, and shall be afforded the opportunity to review and comment on the Title VII Annual Plan subpart (sec. 703(b)(4)).

(2) For the purposes of Title VII, the PIC shall not be subordinate in its authority to the prime sponsor's planning council.

(3) The PIC chairperson (or designee) shall, at a minimum, serve as an ex officio, nonvoting member of the prime sponsor's planning council, and the chairperson (or designee) of the prime sponsor's planning council shall, at a minimum, serve as an ex officio, nonvoting member of the PIC. However, the prime sponsor may assign either chairperson

the status of a full voting member on the respective councils (sec. 704(b)).

(d) Due to the unique nature of Balance-of-State organizational structures, such prime sponsors are authorized to develop alternate measures regarding the organization and structure of PICs, such as PICs covering sub-State planning areas, a single PIC for the entire prime sponsor jurisdiction with a decentralized staff, and other special arrangements.

§679.3-5 Staff.

The PIC shall be appropriately staffed, commensurate with its responsibilities. The staffing composition of the PIC shall be determined through mutual agreement between the PIC and the prime sponsor.

(a) When the PIC is a subgrantee or contractor of the prime sponsor, staff shall be hired in a manner consistent with that status and with the terms of the PIC's subgrant or contract with the prime sponsor.

(b) If the PIC is other than a subgrantee or contractor, it shall be consulted by the prime sponsor on the matter of its staffing. To the extent possible, consistent with applicable personnel rules,

the PIC should be party to decisions on staff selection or hiring.

§679.3-6 Multijurisdictional PICs.

A PIC may be established to cover more than one prime sponsor area, pursuant to arrangements and written agreements between the prime sponsors and the PIC.

(a) A PIC may be established to cover a multijurisdictional area with the affected prime sponsors submitting and reporting upon separate Title VII Annual Plan subparts.

(b) The above approach does not preclude other arrangements. Prime sponsors may propose alternatives as part of their Title VII Annual Plan subpart. The RA may approve such arrangements after considering the desirability of the proposed arrangements in view of the purposes of Title VII and after reviewing their feasibility in terms of reporting and otherwise meeting Comprehensive Employment and Training Plan requirements of §676.9, §676.10 and §676.11.

(c) Financial incentives shall be provided to prime sponsors establishing multijurisdictional PICs that meet criteria discussed in §679.4(b)(2) (sec. 702(b) and 704(a)(1)).

§679.3-7 Functions of the PIC.

The prime sponsor and the Private Industry Council shall determine those functions that the PIC will perform, based upon local conditions, the interests of the private sector, and the needs of the community. Those functions include the following, among others:

(a) General. (1) The PIC shall serve as an intermediary to assist the local employment and training structure to become more responsive to the business community.

(2) The PIC shall serve as the business and industry contact point in the local employment and training system, to present the private sector's view and recommendations for making programs more responsive to local employment needs.

(3) The PIC shall advise and provide direction to the local employment and training system on ways to increase private sector job placements for persons eligible under this Part (secs. 701 and 704(c)).

(b) Planning and coordination. (1) The PIC shall, in conjunction with the prime sponsor, design and develop the Title VII program and subpart to the prime sponsor's Annual Plan (Sec. 703(b)).

(2) In designing the plan, and on a continuing basis, the PIC shall analyze private sector job opportunities, including estimates by occupation, industry, and location. The analysis should survey employment demands in the private sector and training possibilities, such as apprenticeship, in order to develop projections of short and long range labor needs, and to refine employment and training programming so that it becomes increasingly responsive to private sector labor needs. In undertaking such analysis, the PIC should assess and utilize information contained in economic development plans for the area and currently available labor market information from sources already in place, such as the SESA and appropriate apprenticeship agencies (sec. 703(b)(3)).

(3) The PIC should, in conjunction with the prime sponsor, develop specific private sector employment and training projects.

(4) The PIC should, in conjunction with the prime sponsor, develop criteria for the types of occupations to be selected for the expenditure of training funds.

(5) The PIC should, in conjunction with the prime sponsor, develop standards

and specifications for training in particular occupations.

(6) In designing the plan, the PIC and prime sponsor should, to the extent possible, ensure that the plan is consistent with plans, funding applications and grants for programs related to private sector employment and training which are funded by other Federal agencies. For planning purposes and to coordinate with activities under other Federal programs, the PIC and prime sponsor should where possible review and comment on such plans and funding applications, especially regarding ways in which they affect employment and training, including apprenticeship, in the private sector (including those of the Economic Development Administration, Department of Housing and Urban Development, Small Business Administration and Community Services Administration) (secs. 103(a)(20), 704(c) and 705(a)(4)).

(7) The PIC should consult with the prime sponsor and its planning council during the development of, and shall have the opportunity to review and comment on, other Annual Plan subparts under the Act (sec. 704(c)).

(8) In undertaking activities under this Part, the requirements of §676.24, "Labor organization consultation and/or concurrence", shall be observed.

(c) Operational functions. (1) The PIC should actively solicit public and private support for and participate in the Private Sector Initiative Program and other programs and activities designed to increase private sector employment and training opportunities for persons who are economically disadvantaged.

(2) The prime sponsor may involve the PIC through arrangements and written agreements so that the PIC can carry out its responsibilities. In particular, the PIC should be involved with the SESA, Job Service Employer Committees (SECs), local WIN sponsors and other private sector intermediaries in marketing and disseminating information on the Targeted Jobs Tax Credit, created by the Revenue Act of 1978 (P.L. 95-600), and the WIN Tax Credit.

(3) The prime sponsor and the PIC may decide that the PIC will administer and directly operate local private sector employment and training programs. Such an operational functions could involve directly marketing on-the-job and other training agreements with private employers, developing training programs, entering into contracts with private firms, community-based organizations, educational agencies and institutions and SESA's and other related

activities. Consistent with State and local law, PICs may incorporate for these purposes.

(4) Organizations represented on the PIC may be directly involved in the operation of employment and training programs funded under this Part, consistent with the conflict of interest provisions of §679.3-9.

(5) In accordance with §676.38(b), the PIC may participate with the prime sponsor in developing criteria for the selection of any nongovernmental organization, association, firm or other entity for the conduct of programs or activities under this Part (secs. 121(o) and 704(c)).

(d) Review and Assessment. (1) The PIC shall participate with the prime sponsor in overseeing activities under this Part. Programs under this Part are subject to the prime sponsor's monitoring responsibilities (sec. 704(c)).

(2) The PIC may, in consultation with the prime sponsor, identify the factors to be addressed in an assessment of the effectiveness of activities under this Part.

(3) In consultation with existing groups, such as Job Service Employer Committees (JSECs) and prime sponsor's planning and youth councils, the PIC may examine the performance of the local CETA

and SESA delivery system to determine how to better meet the needs of business and industry and increase private sector employment opportunities for the economically disadvantaged, and advise the prime sponsor and the SESA of its observations and recommendations (sec. 704(c)).

(e) Nothing in this section is intended to limit the functions of the PIC, with respect to assisting the prime sponsor to improve the responsiveness of employment and training programs to employment opportunities in the private sector. The business community should be involved in determining the functions of the PIC so that these will be responsive to the needs and interests of business and industry.

§679.3-8 Accountability.

The Department holds the prime sponsor accountable for activities conducted and funds expended under this Part.

(a) The PIC, in working with the prime sponsor to develop activities under this Part, must recognize the prime sponsor's ultimate liability for all of the PIC's activities. The PIC and the prime sponsor are thus both responsible for program performance, and the Department in assessing the Title VII program

will take both the prime sponsor's and the PIC's performance of functions into account.

(b) Where the PIC is a contractor or subgrantee of the prime sponsor, it is financially liable to the prime sponsor for funds received.

§679.3-9 Conflict of interest.

(a) Except for voting on the Title VII Annual Plan Subpart, no member of the PIC may cast a vote on any matter which has a direct bearing on services to be provided by that member or by any organization which such member directly represents on any matter which would financially benefit such member or organization such member represents.

(b) Contracts in excess of $10,000 between the PIC and any private organization with which a PIC member is associated as an officer, member or employee shall be subject to the final written approval of the prime sponsor, prior to execution of the contract or subgrant.

(c) In addition, the provisions of §676.62(b) and (c) apply.

§679.4 Allocation of funds.

(a) Prime sponsor basic allocations. Ninety-five percent of funds available under Title VII of the Act shall be allocated to prime sponsors as provided in section 202(a) of the Act except that:

(1) In order to ensure that every prime sponsor receives an allocation of sufficient size to mount a viable program, a minimum allocation level may be established; and

(2) in the case of Guam, the Virgin Islands, American Samoa, the Trust Territory of the Pacific Islands, and Northern Marianas, these shall be allocated the same percentage of Title II Parts A, B and C funds allocated to them.

(b) Other allocations. The remaining five percent of the funds shall be allocated in the following manner.

(1) Assistance to Native American entities. No less than two percent of the total funds available under Title VII of the Act will be used to support Title VII programs for Native American entities described in sections 302(c)(1)(A) and (B) of the Act.

(2) Assistance to prime sponsors who establish a single Private Industry Council. Additional funds shall be provided to prime sponsors that establish a

single Private Industry Council that serves a substantial portion of a functioning labor market area, as determined by the Secretary. Included may be:

(i) An existing consortium covering a substantial portion of a functioning labor market area that qualifies for incentives funds under §676.4(c);

(ii) Two or more prime sponsors establishing a PIC that serves at least 75% of a functioning labor market area; and

(iii) To the extent that funding is available, other combinations of prime sponsors forming a single PIC (sec. 702 (b)).

(c) Funds may be reallocated pursuant to the provisions of §676.47 (sec. 108).

§679.5 Annual plan subpart.

(a) General. To receive financial assistance under this Part, a prime sponsor shall submit the following information, which will become part of the Annual Plan as described in §676.11. This subpart shall consist of a Narrative Description, Statement of Concurrence, Program Planning Summary, and Budget Information Summary, specific to Title VII (sec. 103(b)).

(b) The prime sponsor shall transmit a copy of the Title VII Annual Plan subpart to the prime sponsor's planning council, to appropriate labor organizations, community-based organizations, educational agencies and institutions, Over-all Economic Development Program committees and to such other parties as are required by §676.12(d). The comment and publication procedures of §676.12 apply to this Part (secs. 703(b)(4) and (5)).

(c) The Annual Plan subpart shall have the concurrence of both the PIC and the prime sponsor in order to be approved. Therefore, a Statement of Concurrence shall be submitted, signifying the concurrence of the PIC and the prime sponsor with the contents of the Annual Plan subpart or any modification thereto.

(d) Narrative description. The narrative description shall include:

(1) Objectives and need for assistance. (i) State the objectives and need for funding under this Part, including an identification of private sector occupations where there are labor shortages.

(ii) Analyze the eligible population by race, sex, national origin and age, and present the planned levels of service to be provided these significant segments in terms of the percent each group will

constitute of those to be served (sec. 103(b)(2)). Where the planned level of service to any significant segment varies above or below the group's incidence in the eligible population, a justification must be provided.

(2) Results and benefits. Provide a statement on:

(i) Specific quantified performance and placement goals, by program activity.

(ii) Any performance and placement goals with respect to groups designated to be served (sec. 103(b)(4)).

(iii) Explain any variation between such performance and placement goals and the Secretary's performance standards (sec. 103(b)(4)).

(iv) Any nonquantifiable goals or outcomes.

(3) Approach. Provide a description of:

(i) The specific activities to be conducted, and how these activities will be integrated with other training and placement activities under the Act (sec. 703(a)).

(ii) The procedures and standards to be used for the selection of occupations in which training is to be provided.

(iii) The system that will be used to review and assess the success of

activities, including a description of the role of the PIC.

(4) Private Industry Council (PIC). Provide the following:

(i) The responsibilities assumed and the functions to be performed by the Private Industry Council in the planning, operation and review of programs.

(ii) A list of the PIC membership indicating representation from among those membership categories identified in §679.3-2.

(iii) Staffing arrangements for support of the PIC agreed upon by the PIC and the prime sponsor.

(iv) A description of procedures established to ensure periodic consultation and coordination of activity between the PIC and the prime sponsor's planning council and other appropriate agencies in the labor market area.

(v) For multijurisdictional PICs (except for existing consortia) identify the geographic area to be served, the prime sponsors participating, administrative and programmatic relationships between the PIC and the participating prime sponsors and the functions to be performed by each. A copy of the written agreement cited in §679.3-6 must be included as an attachment to the Annual Plan Subpart.

(e) Statement of Concurrence. This statement documents the concurrence of the PIC and the prime sponsor with the contents of the Annual Plan Subpart.

(f) Program Planning Summary (PPS). The PPS reflects the goals, objectives and activities planned under Title VII for the program year.

(g) Budget Information Summary (BIS). The BIS contains the planned budget under Title VII for the program year.

§679.6 Administrative limitations.

(a) General. The General Provisions of Part 676 shall apply except as otherwise indicated.

(b) Allowable costs and cost allocation. The provisions of §676.40 and §676.41 shall apply to programs under Title VII except as follows:

(1) Employment generating services.

(i) For programs funded under Title VII only, costs for activities which are not directly related to the immediate provision of training or employment for participants but which are intended to result in the creation or expansion of employment opportunities for persons eligible under this Part may be classified as employment generating services

and charged to the "Services" cost category. Examples are:

(A) Those items enumerated in paragraphs (b)(1), (2), (3), (4), (6), (7), (9), (10), (12), (13), (14) and (15) of §679.7, Allowable Activities.

(B) The costs for the salaries and fringe benefits of labor market and program analysts, for consultants under contract for employment generating services, and for technical assistance to contractors and subgrantees.

(ii) While such activities are allowable and desirable under Title VII, no more than 30 percent of a prime sponsor's Title VII funds may be used for employment generating services.

(iii) The program activity against which the costs for employment generating services are to be allocated is "Other Activities."

(iv) No costs attributable to the general administration of the Title VII program shall be charged to the "Services" cost category.

(2) Administrative costs. (i) For purposes of Title VII, administrative costs are those costs which fall within the category of administration as defined in §676.41-1(f), exclusive of employment generating services.

(ii) The total amount of funds expended for administration by all prime sponsors in carrying out programs under this Part shall not exceed 20 percent of the total expenditures for all prime sponsor Title VII programs. Each prime sponsor and PIC must make every effort to limit administration costs to only those that are necessary to assure the effective operation of programs under this Part. If the prime sponsor and PIC determine that more than 20 percent is necessary to operate the planned program, a higher amount may be requested by providing a satisfactory explanation of the need for such amount in the Title VII Annual Plan Subpart. The special needs of urban and rural areas and other relevant factors shall be considered by the RA in reviewing requests for administrative costs in excess of 20 percent (sec. 705(b)).

(iii) It is recognized that startup and initial implementation of programs under this Part may require administrative expenditures greater than those necessary for the operation of established programs. Thus, it should subsequently become possible for administrative costs to be reduced such that they are brought to a more appropriate level of 10 percent. Prime sponsors and PICs should

therefore plan to reduce administrative costs after startup and initial implementation.

(3)(i) Up to 6.5 percent of funds allocated under Title VII may be used to enroll persons using the §675.5-3 criteria into upgrading and/or retaining programs. Up to 20 percent may be used if, in the case of upgrading programs, the employer agrees to hire at least one economically disadvantaged person for each employee upgraded, or if, in the case of retraining programs, regional administrator approval is first obtained.

(ii) Payments to private-for-profit employers through methods not specifically authorized under Parts 676 through 677, Subpart B shall not be allowable unless and until the method of payment is explained in advance and authorization for its use is specifically granted. Prime sponsors shall transmit to the RA requests to permit such new payment methods. The RA shall transmit such requests, with comments and recommendations, to the Assistant Secretary for Employment and Training. Action on a request shall be taken within 60 days after the prime sponsor's submission of the request to the RA. Nothing in this paragraph authorizes wage subsidies (sec. 703(c)).

§679.7 Allowable activities.

Funds under this Part shall be used to augment private sector-related activities under Part 677, including on-the-job training with private employers (sec. 703(b)(2)). Funds shall be used to provide employment and training and related activities consistent with the purposes of Title VII including:

(a) Activities and services authorized in §677.13;

(b) Upgrading and retraining in accordance with §675.5-7, and Subpart C of Part 677; and

(c) The following:

(1) Coordinating programs of jobs and training and education enabling individuals to work for a private employer while attending an education or training program;

(2) Developing a small business intern program to provide practical training enabling youths and other individuals to work in small business firms to acquire first-hand knowledge and management experience about small business;

(3) Developing relationships between employment and training programs, educational institutions, and the private sector;

(4) Developing useful methods of collecting information about Federal Government procurement contracts with private employers, new and planned publicly supported projects such as public works, economic development and community development programs, transportation revitalization, and utilization projects, energy conservation projects, and rehabilitation of low-income housing as part of a community revitalization or stabilization effort, which provide work through private sector contractors;

(5) Conducting innovative cooperative education programs for youths in secondary and postsecondary schools designed to coordinate educational programs with work in the private sector;

(6) Developing and marketing model contracts designed to reduce the administrative burden on the employer and model contracts to meet the needs of specific occupations and industries;

(7) Coordinating programs under this Part with other job development, placement, and employment and training activities carried out by public and private agencies;

(8) Providing on-the-job training subsidies on a declining ratio to wages over the period of training;

(9) Providing followup services with employees placed in private employment and employers who hire recipients of services under the Act;

(10) Encouraging employers to develop job skill requirement forecasts and to coordinate such forecasts with prime sponsors;

(11) Using direct contracts for training and employment programs with private for profit and private nonprofit organizations;

(12) Developing apprenticeship or comparably high-skill training programs for workers regardless of age in occupations where such programs do not presently exist in the area;

(13) Increasing opportunities for upgrading from entry level jobs by providing counseling and other services to employees and employers beyond initial training periods;

(14) Providing technical assistance to private employers to reduce the administrative burden of employment and training programs;

(15) Disseminating information to private employers so that they may more fully utilize programs under the Act; and

(16) Other program activities which demonstrate effective approaches to the training and employment of persons eligible to participate in programs under this Part (sec. 705(a)).

Signed at Washington, D.C.
this 16th day of May 1980.
Ray Marshall
Secretary of Labor
[FR Doc. 80-15555 Filed 5-19-80:
8:45 a.m.]
Billing Code 4510-30-m

A P P E N D I X C

FREQUENTLY USED ACRONYMS

FREQUENTLY USED ACRONYMS

Employment and Training Administration

AWP	Annual Work Plan
BLS	Bureau of Labor Statistics
CETA	Comprehensive Employment and Training Act
CFR	Code of Federal Regulations
DOL	Department of Labor
EEO(C)	Equal Employment Opportunity (Commission)
EIS	Employer Information System
ERR	Employer Relations Representatives
ES	Employment Service (Job Service)
ESM	Employment Security Manual
ESR	Employer Services Representative
ETA	Employment and Training Administration
FM	Field Memorandum (ETA Directive)
FOIA	Freedom of Information Act
FR	Federal Register
FY	Fiscal Year
HRDI	Human Resources Development Institute AFL-CIO
IAPES	International Association of Personnel in Employment Security
ICESA	Interstate Conference of Employment Security Agencies

JS	Job Service
JSEC	Job Service Employer Committee
JSIP	Job Service Improvement Program
JSMS	Job Service Matching Systems
LMA	Labor Market Area
LMI	Labor Market Information
NAB	National Alliance of Business
NO	National Office (ETA)
OA	Occupational Analysis
OAM	Office of Administration and Management (ETA)
OIH	Operating Instructions Handbook
OJT	On-The-Job Training
PIC	Private Industry Council
PS	Prime Sponsor (CETA)
PSE	Public Service Employment
PSIP	Private Sector Initiatives Program
RA	Regional Administrator
RO	Regional Office
SESA	State Employment Security Agency
TA(G)	Technical Assistance (Guide)
TJTC	Targeted Jobs Tax Credit
UI(S)	Unemployment Insurance (Service)
USES	United States Employment Service

A P P E N D I X D

PIC PROPOSAL EVALUATION FORM

APPENDIX D

PIC PROPOSAL EVALUATION FORM

Proposals for participation in PIC projects vary due to the flexibility in the PSIP program. SCTE has included an Evaluation Criteria Form that is used by the Washington, D.C. PIC to evaluate proposals submitted to it. This Evaluation From can be used as a checklist and as a guide to assist a cable television industry company in making its decision to participate in a local PIC.

Each PIC has its own proposal format and readers are urged to contact their local PIC for additional information.

EVALUATION CRITERIA FOR PROPOSALS TO THE D.C. PRIVATE INDUSTRY COUNCIL, INC.

General

Proposals will be evaluated using the criteria shown. The numerical ranges assigned to each criterion were developed by the Program Planning Committee and approved by the Executive Committee of the D.C. PIC. In every case, each proposal will be read by at least three (3) evaluators before a determination is made. In the event of rejection, that proposer may request a meeting to discuss the evaluation received. The committee reserves the right to request additional information from proposers in amplification of data submitted. There are, generally, two kinds of proposals termed "job placement" and "job training" with a miscellaneous category to include all other submissions. For purposes of differentiation, job placement includes all of those projects and practices that are designed to place individuals in unsubsidized employment within 60 days. Job training includes those programs for which training is extended beyond 60 days. OJT can fit either job placement or job training category

depending on when the individual becomes a fully accredited employee and leaves his or her OJT status (whether or not payment was received during OJT).

I. Program Approach 50 Points

- training for targeted occupation is appropriate use of PIC resources 0-10
- program design and length of training are appropriate for proposed occupation 0-5
- occupation has the potential for upward mobility 0-5
- labor market information indicates current or projected openings 0-5
- program start and end dates are consistent with PIC funding cycles 0-5
- entry requirements are reasonable for CETA eligible residents 0-5
- entry requirements are not unduly restrictive 0-5

- skills to be learned are consistent with skills required on the job 0-5

- acceptable placement goals are included 0-5

II. Evaluation Criteria (selected range shown)

A. Technical Competence (weight 50 pts.)

1. Does the organization have a history of proficiency in the precise area being proposed: 0-10

2. Is the size of the staff identified adequate and qualified to accomplish program responsibilities? 0-5

3. Do the backgrounds of the individuals to be used support the contention of expertise? 0-5

4.	In the case of training, does adequate educational expertise exist to perform as indicated?	0-5
5.	How well have previous projects of a similar nature been performed and objectives achieved?	0-5
6.	Does the organization have adequate facilities and space to perform the tasks they have indicated?	0-3
7.	Does the organization have equipment to perform the tasks indicated and appropriate for the occupation?	0-2
8.	Does the organization have adequate accounting systems and financial capability in place to track PIC funds expended?	0-5

9. Does the organization have reporting systems in place to respond to PIC requests for evaluations in a timely manner? 0-5

10. Are the individuals listed in the proposal actually the ones who will perform the activities? 0-5

III. Relevancy of Program (weight 30 pts.)

1. Does the Private Sector input program proposed meet the purposes of the Private Sector Initiative Program, the D.C. Department of Labor, the Private Industry Council and the Mayor of the District of Columbia? 0-5

2. Will the positions being trained for be valid positions long term? 0-8

3. Do positions exist now (or within 30 days) and have commitments been secured from private organizations guaranteeing employment? 0-5

4. Are other job development and placement efforts involving private employers described? 0-5

5. Are the activities proposed the "same old thing" or does the proposal represent a new and innovative approach? 0-4

6. Does it contribute directly to the overall objective of the PIC (to have 1,000 individuals in unsubsidized permanent employment by September 30, 1980)? 0-3

IV. Cost Considerations and Effectiveness (weight 50 pts.)

1. Is the cost (less stipends) per individual trained less than $1,500? 0-$500 = 5 pts., $500-$1,000 = 3 pts., $1,000-$1,500 = 1 pt., more than $1,500 = 0 pts. 0-5

2.	Is the cost per individual placed less than $1,500? 0-$500 = 10 pts., $500-$1,000 = 5 pts., $1,000-$1,500 = 2 pts., more than $1,500 = 0 pts.	0-10
3.	Is the ratio of administrative costs to operational costs less than 15:85? Less than 10% of total = 10 pts., 10-15% = 5 pts., more than 15% - 0 pts.	0-10
4.	- the total budget proposed is reasonable considering the number to be served and the number to be placed.	0-5
5.	- staff salaries and fringe benefits comprise a reasonable portion of the total budget.	0-5
6.	- equipment expenditures are acceptable considering the type of training and the equipment involved.	0-5

7. - premises costs are consistent with the description of the facilities to be used for training. 0-5

8. - cost estimates for other line items are reasonable. 0-5

V. Judgement (10 pts. maximum) 0-10

Based on the evaluator's understanding of the organization, the personnel involved, the desirability of the project, etc. This category will be used only in those cases in which doubt exists as to the differentiation among proposals.

A P P E N D I X E

SAMPLE ON-THE-JOB TRAINING AGREEMENT

Agreement #_____

ON-THE-JOB TRAINING AGREEMENT

☐ Entry Program

☐ Upgrade Program

Participant Name:_____

Social Security #:_____

EMPLOYER:

I.R.S. Identification Number:_____

ISSUING OFFICE:

☐ Corporation ☐ Government

☐ Private Business

☐ Private Non-Profit

FOR CONSORTIUM USE:

Title: IIB___ IDD___ VII___ YETP___
IV ___ Other_____

AUTHORIZED REPRESENTATIVE

_____

Title:_____ Phone No._____

AUTHORIZED REPRESENTATIVE

_____

Title:_____ Phone No._____

OJT agreement dates: Beginning_____
Completion_____

Location of training facility:

_____
_____
_____
_____

Supervisor of trainee:

_____

a. Number of Training Hours Per Day	b. Starting Wage During Training	c. Consortium Share Per Training Hour

d. Consortium Sharedaily (axbxc=d)	e. Number of Training Days	f. Total Cost to Consortium for Training (dxe=f)

COLLECTIVE BARGAINING AGENT CONCURRENCE

a. Is the occupation in which employment and training to be offered covered under a collective bargaining agreement?

Yes ☐ No ☐

b. If yes, has the appropriate collective bargaining representative been notified as to the On-the-Job Training program and the rates of pay associated herein?

Yes ☐ No ☐

c. If yes, has any notice of non-concurrence by the appropriate collective bargaining representative been received?

Yes ☐ No ☐

ON-THE-JOB TRAINING OUTLINE	Approximate
TOTAL:	

JOB DESCRIPTION

CERTIFICATION OF TRAINING NEED

A legitimate need for training and the expectation of continued employment for the person completing training in the occupation listed in this proposal has been established by the Consortium staff representative:

SIGNATURE:_____ TITLE:_____

TERMINATION STATEMENT

This agreement may be terminated by either party as outlined in the provisions for termination set forth in the Consortium's On-the-Job Training Handbook.

EMPLOYER

I understand and will abide by this training agreement and all provisions of the OJT handbook hereby incorporated by reference and made part of this agreement. The undersigned, as the duly authorized representative of the employer, has authority to commit the employer to this agreement

SIGNATURE _____

TYPED NAME _____

TITLE _____

ISSUING OFFICE

SIGNATURE _____

TYPED NAME _____

TITLE _____

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